

This form is a planning tool only— Consult your degree audit on MyUI to see all degree requirements.

| General Education (21 - 31 s.h.) | | s.h. |
|--|--|------|
| World Language: 4th level in one language, 2nd level in two languages or 3rd level in one language plus an approved WLCE | | 0-10 |
| Historical Perspectives | | 3 |
| Interpretation of Literature | | 3 |
| Natural Sciences (lab not required) | | 3 |
| Values & Society | | 3 |
| International & Global Issues | | 3 |
| Social Sciences (excluding ECON:1100 & ECON:1200) | | 3 |
| Understanding Cultural Perspectives | | 3 |
| Prerequisites Required for standard admission (18 s.h.) | | |
| RHET:1030 Rhetoric required General Education course | | 4 |
| MATH:1350 Quant. Reasoning for Bus. (MATH:1005 w/ C- or ALEKS 55) | | 4 |
| STAT:1030 Statistics for Business | | 4 |
| ECON:1100 Principles of Microeconomics | | 4 |
| BAIS:1500 Business Computing Essentials | | 2 |
| Business Core Part I Required to declare major (7 s.h.) | | |
| ECON:1200 Principles of Macroeconomics | | 4 |
| ACCT:2100 Introduction to Financial Accounting (full-time semester of college-level coursework) | | 3 |
| Business Core Part II (26 s.h.) | | |
| ACCT:2200 Managerial Accounting Analytics & Data Visualization (ACCT:2100, ECON:1100, MATH:1350) | | 3 |
| BUS:2200 Discover Business at Tippie (admission to Tippie) | | 1 |
| BAIS:3005 Information Systems (BAIS:1500 or CS:1020) 8 weeks | | 2 |
| BAIS:2800 Foundations of Business Analytics (MATH:1350, STAT:1030, BAIS:1500) | | 3 |
| MGMT:2000 Introduction to Law (30 s.h.) | | 3 |
| FIN:3000 Introductory Financial Management. (ACCT:2100, ECON:1100, ECON:1200) | | 3 |
| MGMT:2100 Introduction to Management (30 s.h.) | | 3 |
| MKTG:3000 Introduction to Marketing Strategy | | 3 |
| BAIS:3000 Operations Management. (STAT:1030) 8 weeks | | 2 |
| BUS:3000 Business Communication & Professionalism (RHET:1030, admission to Tippie) | | 3 |
| Tippie RISE (0-3 s.h.) | | |
| Complete at least one of the following; see degree audit for course options | | |
| Research with Faculty | | 0-3 |
| Internship Course (i.e. BUS:3100 S/U graded or CCP:1201 S/U graded) | | 0-3 |
| Study Abroad | | 3 |
| Experiential Course (must be completed at UI) | | 3 |

| Marketing Major Requirements (22 s.h. total) | |
|---|---|
| Two-thirds of the major s.h. must be completed in MKTG and UI. | |
| Common requirements (10 s.h.) | |
| MKTG:3050 Professional Prep. in Mktg. (co-req: MKTG:3000) S/U graded | 1 |
| MKTG:3100 Marketing Research ^{RISE} (MKTG:3000, BAIS:2800) | 3 |
| MKTG:3200 Consumer Behavior (MKTG:3000) | 3 |
| MKTG:4500 Marketing Capstone Must be taken at UI. (MKTG:3000, 3050, 3100, 3200 & 1 more MKTG course above 3100, 90 s.h.) | 3 |
| Marketing electives (12 s.h.) | |
| MKTG:3101 Marketing Metrics (MKTG:3000 & 3100) | 3 |
| MKTG:3102 Marketing Analytics (MKTG:3000 & 3100) | 3 |
| MKTG:3400 Retail Strategies (MKTG:3000) | 3 |
| MKTG:3401 Merchandise Management (MKTG:3000) | 3 |
| MKTG:3600 Product & Pricing (MKTG:3000) fall only | 3 |
| MKTG:3605 Strategic Brand Positioning (MKTG:3000) spring only | 3 |
| MKTG:3701 MKTG Institute Field Studies ^{RISE} fall only (MKTG:3000 & 3700, admission to Marketing Institute) | 2 |
| MKTG:4101 Integrated Marketing Communications (MKTG:3000) | 3 |
| MKTG:4200 Sales Management (MKTG:3000) | 3 |
| MKTG:4201 Professional Selling (MKTG:3000) | 3 |
| MKTG:4250 Marketing & Sustainability ^{RISE} (MKTG:3000) | 3 |
| MKTG:4300 International Marketing (MKTG:3000) | 3 |
| MKTG:4400 Digital Marketing (MKTG:3000) | 3 |
| MKTG:4405 Marketing Sales and Promotion (MKTG:3000) | 3 |
| Offered intermittently: | |
| MKTG:3103 Advanced Marketing Research ^{RISE} (MKTG:3000 & MKTG:3100) | 3 |
| MKTG:3104 Sports Marketing (MKTG:3000 & MKTG:3100) | 3 |
| MKTG:3300 Web Business Strategy (MKTG:3000) | 3 |
| MKTG:4000 Contemporary Topics in Marketing (MKTG:3000) Repeatable, but can be used only once in the major. | 3 |
| MKTG:4410 Consumer Relationship Management (MKTG:3000) | 3 |
| MKTG:4800 Marketing Consulting Project ^{RISE} (MKTG:3000 & 3100) | 3 |
| MKTG:4999 Honors Thesis in Marketing (BUS:1999) | 3 |
| Review the MKTG toolkit about concentrations (strategic combinations of major electives to support your career interest) | |
| Marketing Toolkit: https://guides.lib.uiowa.edu/c.php?q=1148391 | |
| Marketing Communication & Strategy: MKTG:4101 & MKTG:4400 | |
| Marketing Research & Analytics: MKTG:3101 & MKTG:3102 | |
| Product & Brand Management: MKTG:3600 & MKTG:3605 | |
| Professional Sales Management: MKTG:4200 & MKTG:4201 | |
| Retailing & E-Commerce: MKTG:3400 & MKTG:3401 | |

Sample Four-Year Plan

First Year (0-29 s.h.)

| 1 st Semester | s.h. | 2 nd Semester | s.h. |
|---|------|---|------|
| MATH:1350 Quantitative Reasoning for Business | 4 | STAT:1030 Statistics for Business | 4 |
| RHET:1030 Rhetoric | 4 | ECON:1200 Principles of Macroeconomics | 4 |
| ECON:1100 Principles of Microeconomics | 4 | BAIS:1500 Business Computing Essentials | 2 |
| BUS:2200 Discover Business at Tippie | 1 | General education | 3 |
| General education | 3 | General education | 3 |
| CSI:1600 Success at Iowa | 1 | | 16 |
| | 17 | | |

Second Year (30-59 s.h.)

| 1 st Semester | s.h. | 2 nd Semester | s.h. |
|--|------|--|------|
| ACCT:2100 Introduction to Financial Accounting | 3 | MKTG:3050 Professional Preparation in Marketing | 1 |
| BAIS:2800 Foundations of Business Analytics | 3 | MKTG:3000 Introduction to Marketing Strategy | 3 |
| MGMT:2100 Introduction to Management | 3 | BUS:3000 Business Communication & Professionalism | 3 |
| General education | 3 | MGMT:2000 Introduction to Law | 3 |
| Non-business; electives | 2 | General Education | 3 |
| | 14 | Minors; certificates ; non-business; electives | 3 |
| | | | 16 |

Third Year (60-89 s.h.)

| 1 st Semester | s.h. | 2 nd Semester | s.h. |
|-------------------------------------|------|--|------|
| MKTG:3100 Marketing Research | 3 | Marketing elective course | 3 |
| MKTG:3200 Consumer Behavior | 3 | Marketing elective course | 3 |
| BAIS:3000 Operations Management | 2 | ACCT:2200 Managerial Accounting | 3 |
| BAIS:3005 Information Systems | 2 | General Education | 3 |
| General Education | 3 | Minors; certificates ; non-business; electives | 3 |
| | 13 | | 15 |

Fourth Year (90-120 s.h.)

| 1 st Semester | s.h. | 2 nd Semester | s.h. |
|--|------|--|------|
| Marketing elective | 3 | MKTG:4500 Marketing Capstone | 3 |
| Marketing elective | 3 | FIN:3000 Introductory Financial Mgmt. | 3 |
| Minors; certificates ; non-business; electives | 3 | Minors; certificates ; non-business; electives | 3 |
| Minors; certificates ; non-business; electives | 3 | Minors; certificates ; non-business; electives | 3 |
| Minors; certificates ; non-business; electives | 3 | Non-business; electives | 2 |
| | 15 | | 14 |

*Students are required to complete 52 s.h. of non-business course work. Courses with a prefix of ACCT, BAIS, BUS, ECON, ENTR, FIN, MGMT, MSCI, MKTG will not count towards non-business hours. Check degree audit at #8.

NOTES: